Final evaluation of the FISH TRADE project

Organization Background
The CGIAR Research Program on Fish Agri-Food Systems (FISH) is a multi-year program to accelerate the sustainable development and contribution of aquaculture and fisheries to global development goals.

WorldFish leads the FISH CGIAR Research Program in collaboration with the International Water Management Institute (IWMI), James Cook University, Natural Resources Institute (NRI) of the University of Greenwich and Wageningen University and Research (WUR). WorldFish and IWMI are part of the Consultative Group for International Agricultural Research (CGIAR), supported by the international donor community and partners. The WorldFish mission is to strengthen livelihoods and enhance food and nutrition security by improving fisheries and aquaculture. The organization pursues this through research and scaling partnerships focused on helping those who stand to benefit the most—poor producers and consumers, women and children. The program seeks to produce evidence-based solutions to address the complex challenges and opportunities in fish food systems.

Project Background
The FishTrade project, hereinafter mentioned as FishTrade, is an EU-funded project that was implemented by WorldFish (in collaboration with the AU-IBAR and NEPAD Agency) between 1st January 2015 and 30th April 2018. The project was a response to the African Union (AU) Policy Framework & Reform Strategy for Fisheries & Aquaculture for Africa. This strategy seeks to improve profitability of fish enterprises, enhance sustainability, create wealth, improve social welfare, nutrition and food security, and strengthen regional collaborative management. Key to achieving this is access to markets by fish-dependent communities. However, many fishers and fish farmers in Africa face numerous challenges to accessing markets. Inadequate guidance from information, policy and regulatory frameworks can also affect communities resulting in less fish and more poverty for those. To correct the situation the African Union Heads of State and Government, during their 23rd Ordinary Summit in Malabo, Equatorial Guinea in June 2014, committed themselves to, by the year 2025, “accelerate trade by developing fish value chains, promoting responsible and equitable fish trade and marketing in order to significantly harness the benefits of Africa’s fisheries and aquaculture endowments”.

The goal of the FishTrade was to improve food security and reduce poverty by improving intra-regional fish trade in sub-Saharan Africa. To do so the project focused its activities on four main trade corridors in South, East, Central and West Africa encompassing 21 countries. The project placed emphasis on a gendered approach, which was intended to enhance the competitiveness of small and medium scale fish trade enterprises that directly benefit fish traders, 50% of whom are women who depend exclusively on post-harvest activities as a unique source of income and economic empowerment. A summary of FishTrade is available in Annex 1, and a number of key documents related to the project are available here.

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Purpose of the Request for Proposals:

WorldFish, as the FISH program lead, is issuing a Request for Proposal (RFP) to solicit competitive bids to establish a contract with a reputable, qualified, and competent service provider/consultant to conduct an evaluation of the FishTrade project on behalf of the WorldFish/FISH M&E Unit. By making reference to the projects results framework, logical frame, impact pathway and other credible frameworks that relate to the mandate of the project, including but not limited to the DAC criteria, the evaluation should:

i. Appraise the results achieved by WorldFish and partners during the project,

ii. Identify and assess results in terms of outcome and impact generated,

iii. Identify the enablers and/or constraints to the attainment of the envisaged results and impacts,

iv. Make necessary recommendations for similar projects in the future in terms of project design and implementation mechanism.

Roles and responsibilities of the parties

<table>
<thead>
<tr>
<th>Party</th>
<th>Responsibilities</th>
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<tbody>
<tr>
<td>WorldFish and Partners</td>
<td>WorldFish and the project implementation partners will make available all the pertinent documents required by the service provider/consultant(s) and will freely and promptly discuss/provide input at all stages of the assessment.</td>
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</table>
| WorldFish/FISH CRP MEL Unit                     | Under the leadership of the WorldFish/FISH M&E Lead, the M&E Unit will:  
ah) Evaluate both the technical and financial proposals;  
b) Review the evaluation methodology proposed by the service provider/consultant(s) at the proposal stage and during the inception phase, make objective best practice propositions and ensure adherence to the agreed methodology during the implementation phase;  
c) Provide feedback to the draft report, and facilitate management response to the evaluation findings;  
d) Facilitate the communication of the evaluation finds to all stakeholders. |
| Service provider/consultant(s)                  | a) Review project documents and reports available from WorldFish and project implementation partners;  
b) Consult key stakeholders, including but not limited to Regional economic communities (RECs), regional fisheries bodies (RFBs), national departments/ministries of fisheries, |
national universities and the Donor, to capture their evaluation information needs;
c) Design a sufficiently robust study methodology within the limits of existing data, institutional arrangements, and budget;
e) Demonstrate clear complementarity between/amongst the mixed methods of choice;
f) Carry out high quality data collection, and data analyses;
g) Succinctly author the evaluation report, while incorporating feedback from stakeholders in a timely, objective and transparent manner.
h) Identify lessons learned and develop practical recommendations for WorldFish/FISH, the Donor, and the project stakeholders that may help inform the design and implementation of similar future projects and activities in the future.

Methodological approach
The assessment will employ a mixed methods approach. The service provider/consultant(s) are expected to use a range of approaches, comprising of secondary data/literature review and primary data collection. Systematic recording of both qualitative and quantitative data will be crucial and the use of mobile data collection systems for field-based collection of quantitative data is preferred.

Technical bid evaluation Criteria
The following criteria and sub-criteria will be the basis of the selection of the successful bidder:

a) Qualifications of the service provider:
   i. The lead consultant or team leader must possess an advanced degree (Masters’ or PhD) in Agricultural Economics, Fisheries, Aquaculture, Project/Program Management or Project/Program Evaluation.
   ii. The rest of the evaluation team, if any, should possess academic qualification that complement the qualifications of the lead consultant or team leader, such that ultimately the team comprises a mix of technical expertise required to deliver on the scope of the evaluation.

b) Experience:
   i. Experience implementing mid-term and endline evaluations in sub-Saharan Africa in aquaculture, fisheries or agriculture sector(s).
   ii. Experience developing and implementing mixed-methods research designs. Excellent skills in both quantitative and qualitative data collection methods are required in order to analyze policy, social and economic achievements.
   iii. Demonstrated experience incorporating ethical considerations that arise with conducting research on human subjects.
iv. Track record of writing detailed and yet concise evaluation reports.

v. Experience leading or co-leading evaluation teams that have develop recommendations that have been adopted by clients.

c) Skill sets

i. Quality data collection tools development skills

ii. Strong data management and analysis

iii. Proficiency in the use of technological aids for enhancing the collection of quality data, analysis and presentation;

iv. Fluency in written and spoken English and French languages. Knowledge of Portuguese will be an added advantage.

d) Methodology:

i. Clear, practical, robust, logical and complementary methodological approaches are desired.

ii. Clear justification of study site location choice and intended respondent numbers and selection, whether random or otherwise.

iii. Strong alignment to and interpretation of the RFP.

iv. Added insight by the service provider/consultant(s) by commenting objectively on the ToR/RFP.

v. Elaborate suggestions on tools to be used for capturing/recording data, data transmission, data monitoring, data analysis, and visual aids development for purposes of communicating the findings.

vi. Clear work plan in line with the RFP, and justification of potential deviations.

To achieve these, service provider/consultant(s) are encouraged to make the best use of the project documents available and link the project result areas to CGIAR and global result frameworks; and place utmost importance to the need to demonstrate plausible causality.

Financial bid evaluation considerations

WorldFish will not be obliged to give the highest rating to the lowest bidder. The best bids will be those that demonstrate a value for money and whose budget in closely tied to the rationally determined methodological approach and plausible remuneration rates.

Timeline and deliverables

The timeline and the associated deliverables are indicated below

<table>
<thead>
<tr>
<th>Activity</th>
<th>Deliverable(s)</th>
<th>Responsible</th>
<th>Due date</th>
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</thead>
<tbody>
<tr>
<td>Submission of proposals (Format of the technical bid is provided in Annex)</td>
<td>Technical &amp; financial proposals</td>
<td>Service provider(s)</td>
<td>11 November 2019</td>
</tr>
<tr>
<td>Preliminary evaluation of submitted technical and</td>
<td>Communication of intention to award</td>
<td>WorldFish/FISH M&amp;E</td>
<td>14 November 2019</td>
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<tr>
<td>Task</td>
<td>Details</td>
<td>Unit</td>
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<tr>
<td>----------------------------------------------------------------------</td>
<td>---------------------------------------------------------------------------------------------</td>
<td>-------------------------------------------</td>
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<tr>
<td>Financial proposals</td>
<td>Contract to the best evaluated bidder</td>
<td>Unit</td>
<td></td>
</tr>
<tr>
<td>Two way negotiation and correction action on both technical and</td>
<td>Draft contract</td>
<td>WorldFish/Fish M&amp;E, Procurement, and</td>
<td></td>
</tr>
<tr>
<td>financial proposals</td>
<td>Comments outlining required changes to the technical proposal</td>
<td>Finance and HR Units Service provider</td>
<td></td>
</tr>
<tr>
<td>Inception meeting</td>
<td>Presentation of technical proposal to WorldFish/FISH team*</td>
<td>Service provider</td>
<td></td>
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<tr>
<td>Advanced technical proposal evaluation</td>
<td>Award letter or letter withdrawing intention to award contract</td>
<td>WorldFish/Fish M&amp;E</td>
<td></td>
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<tr>
<td>Rollout of the study</td>
<td>Inception report</td>
<td>Service provider</td>
<td></td>
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<tr>
<td>Consultation with stakeholders on preliminary findings</td>
<td>Draft report</td>
<td>Service provider</td>
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<tr>
<td></td>
<td>Presentations to WorldFish/FISH team*</td>
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<tr>
<td>Closure of the evaluation assignment</td>
<td>Final report</td>
<td>Service provider</td>
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</table>

*WorldFish/FISH M&E Unit will convene the requisite WorldFish team

**Submission**

Interested consultants should submit technical and financial proposals online at: [https://worldfish.workable.com/jobs/1174094/](https://worldfish.workable.com/jobs/1174094/)

The deadline for submission: 11-11-2019, 5 PM GMT+8
Annex 1

**Project Title:** Improving food security and reducing poverty through intraregional fish trade in sub-Saharan Africa (Fish Trade).

**Project Goal:** To enhance food and nutritional security, and wealth generation among African fish-dependent communities.

**Project objective:** To improve intra-regional fish trade in Africa.

**Project outputs:**

- **R1:** Intra-regional fish trade information (market, livelihoods, post-harvest losses, certification etc) enhanced;
- **R2:** Fishery policy and regulatory frameworks strengthened;
- **R3:** Capacities, competitiveness and trade opportunities for non-state actors expanded;
- **R4:** Implementation of appropriate policies, certification procedures, standards and regulations

**Target Groups:**

**RECs** – Anchored on their regional mandate, RECs will promote intra-regional trade and provide an enabling environment for the fisheries sector through actions such as reviewing and establishing the extent to which the current Free Trade Areas are enabling and facilitating fish trade along the four trade corridors. Their capacity will also be built for the formulation of policies, standards and regulations in the wider agricultural and food sector.

**Veterinary Services** – their capacity will be built to implement fish and fish products regional guidelines and national policies. This will be in the form of training and technical advice as required.

**Private sector associations** – the project will design a geocoded interactive database to facilitate dialogue and interaction between and among formal and informal associations. A mapping and needs assessment of the associations will be undertaken to build their capacities for participating in regional fish trade opportunities.

**Women fisher folk** – they will be supported to engage in effective mechanisms that allow them to competitively engage in intra-regional fish trade activities.

**Final Beneficiaries:** These will be the fishermen, aquaculture producers, fisherfolks engaged in artisanal fishing, small-scale and informal fish processors, and fish traders. In particular women who depend exclusively on post-harvest activities.

**Project strategy:**

**Capacities** – The Fish Trade project will endeavor to enhance the capacities of regional and pan-African organizations to support their MS to better integrate intraregional fish trade into their development and food security policy agendas. The approach will be to use integrated ‘skill sets’ using a curriculum to build the capacity of private sector associations to competitively engage in the market.
**Trade Corridors** - The project will use the principle of ‘low hanging fruit’ by focusing on the four main trade corridors which serve as transport links. These corridors are also targeted for spatial development by the AUC based on existing knowledge of volumes of traded fish and where trade flows are being monitored. The four trade corridors are:

- **Corridor A** – runs from Dakar to N’djamena, passing through Senegal, Mali, Burkina Faso, Niger, Ghana, Nigeria and Chad;
- **Corridor B** – runs from Dar es Salaam, to Durban, passing through Zimbabwe, Botswana, Zambia, Malawi, Mozambique and Democratic Republic of Congo;
- **Corridor C** – runs from Mombasa to Goma, passing through Kenya, Uganda, Burundi, Rwanda and Democratic Republic of Congo;
- **Corridor D** – runs from Libreville to N’djamena via Yaoundé, passing through Gabon, Cameroon and Chad;

**Policies** - The project will also support the formulation and implementation of appropriate policies, standards and regulations. The intention will be to increase trade volumes. The policy reform outputs will inform the Think Tank of the African Fisheries Reform Mechanism, an initiative spearheaded by AU-IBAR and NEPAD. This will enable integration of the policy recommendations to the highest continental policy organ, CAMFA.

**Market information** – The project will facilitate and promote the availability, exchange and use of fishery trade information in order to foster increased trade and enhanced food security. This will entail the compilation and collation of fish marketing and trade information, analyses and establishment of user-owned information and advocacy tools while building on other existing market information systems.

*Figure 1: Conceptual Framework – FishTrade Project.*
Figure 2: Result Framework - FishTrade Project.

Figure 3: FishTrade Theory of Change.
Key Performance Indicators:

**Impact indicators** – The intended impact of Fish Trade is not a linear, cause and effect state but a test of the project’s relevance; however it will not be the yardstick against which the project’s performance will be measured. This is because Fish Trade is not solely accountable for realizing the impact. Therefore, the impact indicators will measure long-term cumulative effects of the efforts of the project and other actors over time. The data collected through the impact indicators will document the distinction between instrumental change and transformative change. The former will be the change that will occur as a result of the project’s efforts; while the latter will be change that will be sustained beyond and without the Fish Trade’s interventions. However effort will be made to determine the contribution made towards enhanced food and nutritional security and wealth generation among African fish-dependent communities in sub-Saharan Africa. Progress towards this contribution will be tracked through the indicators:

- % increase in per capita expenditure\(^2\) of fish dependent communities;
- % change in value of fish-dependent household assets;
- Prevalence of fish-dependent households with moderate or severe hunger.

**Outcomes indicators** – these indicators will measure the effect of project activities on target populations such as change in knowledge, behavior, skills, access to services, policies and environmental conditions. The change expected from Fish Trade will be incremental and cumulative rather than singular and dramatic. The realization of Fish Trade’s specific objective or outcome will be an aggregate of the result areas. This outcome will be tracked through these indicators:

- Changes in cross-border trade at pilot sites (value and volume);
- % change in value and or volume of cross border fish exports as a result of project assistance;
- Change in competitiveness of cross boarder fish trade (number of traders, profit margins);

**Outputs indicators** – these are the immediate results or products of the aggregated activities conducted. They monitor the immediate products and services delivered to target groups and beneficiaries. Examples of indicators to track this include:

- % of targeted issues addressed as a result of recommendations, guidelines, standards and regulations changes;
- % of targeted non state actors meeting defined performance standards attributable to increased capacities;
- % change in institutional capacity to safeguard compliance with policies, standards and regulations;
- Change in outcomes attributable to embedding recommendations, guidelines, standards and regulations in national frameworks.

**Input indicators** – Fish Trade intends to build the endogenous capacity of RECs, MS, line ministries,

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\(^2\) As a proxy for income
private sectors including women and youth to engage competitively in the fish trade market. Examples of indicators to track this include:

- Change in value and quality of information on fish trade routes;
- Number of policy briefs developed;
- Change attributable to coordinated and harmonized implementation of fish trade policies;
- Functional interactive database available to RECs and other development practitioners and private sector;
- Number of private sector associations strengthened on development of intra-regional trade guidelines;
- Number of veterinary services implementing 80% of the national and regional guidelines

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**Figure 4: FishTrade Result Matrix**

<table>
<thead>
<tr>
<th>Activities</th>
<th>Outputs</th>
<th>Outcomes</th>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.2.1 Case studies on nature of fish trade documented.</td>
<td>1.1 Knowledge on fish trade routes increased and used to inform policy.</td>
<td>Intra-regional fish trade in Africa improved.</td>
<td>Food and nutritional security, and wealth generation among African fish dependent communities enhanced.</td>
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<tr>
<td>1.2.2 Report on intra-regional fish trade published.</td>
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<tr>
<td>1.2.3 Fact sheet on intra-regional fish trade generated.</td>
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<tr>
<td>1.2.4 Certification procedure for fish and fish products published.</td>
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<tr>
<td>2.1.1 Policy tools and instruments harmonized/developed.</td>
<td>2.1 Policies and regulations developed and implemented.</td>
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<tr>
<td>2.1.2 Adoption by RECs and MS promoted.</td>
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<tr>
<td>2.2.1 Regional policies, fish certification procedures, standards and regulations to promote intra-regional trade developed.</td>
<td>2.2 Certification procedures and standards developed.</td>
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<tr>
<td>2.2.2 Cross-border commodity trade standards, regulations and policies harmonized.</td>
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<tr>
<td>2.3.1 Policy and regulation implementation approaches harmonized.</td>
<td>2.3 Policy and regulation implementation monitored.</td>
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<tr>
<td>2.3.2 Joint monitoring of policy and regulation implementation undertaken.</td>
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<tr>
<td>2.3.3 Good practice papers derived from lessons learnt published and disseminated.</td>
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<tr>
<td>2.4.1 Consistent discourse on intra-regional fish trade designed and ensured.</td>
<td>2.4 Fish trade policy discourse mainstreamed in CAMFA.</td>
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<tr>
<td>3.1.1 Interactive data base developed.</td>
<td>3.1 Dialogue and interaction between formal and informal private association improved.</td>
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<tr>
<td>3.2.1 Needs assessment and training for informal and formal private sector associations undertaken.</td>
<td>3.1 Private sector associations strengthened.</td>
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<tr>
<td>3.2.2 Networking platforms established/strengthened.</td>
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<tr>
<td>3.3.1 Collation and analysis of fish marketing and trade information undertaken.</td>
<td>3.3 Demand based policy development environment established.</td>
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<tr>
<td>3.3.2 Availability, exchange and use of fishery trade information promoted.</td>
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<tr>
<td>3.3.3 Alignment of Fish Trade Associations with Regional Trade organizations undertaken</td>
<td>3.3 Coherence of Fish Trade with regional economic integration enhanced.</td>
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<tr>
<td>4.1.1 Participatory diagnostic analysis and implementation of intra-regional fish trade undertaken.</td>
<td>4.1 Constraints and challenges in the four trade corridors addressed.</td>
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<tr>
<td>4.1.2 Action plans to address identified challenges and policy frameworks implemented.</td>
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<tr>
<td>4.2.1 Capacities to implement regional guidelines and national policies undertaken.</td>
<td>4.2 Veterinary capacities to implement regional guidelines and national policies strengthened.</td>
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<tr>
<td>4.2.2 Liaison and collaboration with structures responsible for food safety ensured.</td>
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<tr>
<td>4.3.1 M&amp;E framework developed and implemented.</td>
<td>4.3 Knowledge on fish trade performance banked and applied.</td>
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<tr>
<td>4.3.2 Performance of intra-regional fish trade documented.</td>
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<tr>
<td>4.3.3 Impacts and benefits of fish trade documents and shared</td>
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<td>4.3.4 Common African position on key global trade dialogue established</td>
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![FishTrade Result Matrix](image-url)
Annex 2

1. Interpretation and comments to the RFP (1 page max)

2. Proposed Methodology (5 pages max)

3. Work plan (1 page)

4. Composition of team and tasks and time schedule of each team member (1 page)

5. Firm’s Profile and Relevant past experience (applicable only to a corporate entity) (3 page max)

Annex 1: Evaluation matrix

The matrix must include: Evaluation question, sub-question and/or indicator, data collection method, data source, data collection instrument, method for data analysis

Annex 2: CVs of proposed team members

Annex 3: Reference letters and referee contact details